

## Zwipe and Masria Digital Payments to pilot Next Generation Biometric Payment Cards with Egyptian bank

**OSLO, NORWAY and CAIRO, EGYPT – 15 December 2021** - Zwipe and Masria Digital Payments are pleased to announce the first biometric payment card pilot with an Egyptian bank. This will be the first pilot in Africa to deploy the next generation biometric cards from Zwipe. The largest smart card manufacturer in Egypt, Masria Digital Payments (MDP), will supply Zwipe Pay ONE enabled biometric cards and play a key role in bringing the next payment experience to the Egyptian market and other African countries.

The biometric payment cards, built on the unique single silicon platform Zwipe Pay ONE, deliver world-class security and a completely touch-less user experience, leading to improved customer loyalty and a strong business case for banks. Across many markets globally and especially the Middle East and North Africa (MENA) region, Zwipe has experienced a strong and growing demand in biometric payment cards from banks and payment service providers.

Speaking on this development, **Vice President of MDP, Ahmed Nafei**, said: “We are proud to be piloting next generation contactless cards in Egypt for the first time. Seeing a strong interest from our bank clients, we are confident that this first pilot in Egypt, which is with a medium sized bank, is one of many to come. MDP has always been at the forefront of bringing payment innovations to banks. During the pandemic, we have seen growing demand for touch-less checkout as it is safer and much more hygienic which is exactly what this innovation brings. Zwipe is a global leader in biometric payment technologies, and we are thrilled to collaborate with them. We aim for a pilot in early 2022, followed by a commercial launch.”

**Chief Commercial Office at Zwipe, John Goodale** said: “We are honored that the Zwipe Pay ONE platform has been selected to deliver pilots and commercial launches in Egypt. Zwipe and MDP have worked very closely over the past few months to bring both the product and overall commercial proposition to the Egyptian market, and we are delighted that banks have responded so positively. We look forward to launching this exciting new product with the bank and supporting it all the way through the pilot and into the commercial launch.”

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### **About Masria Digital Payments (MDP)**

Masria Digital Payments (previously Masria Card S.A.E) is Africa's leading smart card solutions provider with a regional presence spanning 35 countries and 3 continents. Building on its vast sector experience, MDP has consistently introduced the latest technology in cards, payment security and smart applications to the Middle East and African markets. MDP also provides its partners with a complete card offering ranging from card production, personalization, issuance and fulfilment as a service or as a solution. MDP is the only end to end fully certified African payments solutions provider to offer a full card services, solutions, processing and digital payment suites to clients in the financial, government and retail sector under one roof.

For more information, please visit [MDP | Home \(mdp-eg.com\)](#)

### **About Zwipe**

Zwipe believes the inherent uniqueness of every person is the key to a safer future. We work with great passion across networks of international organizations, industries and cultures to make convenience safe and secure. We are pioneering next-generation biometric card and wearables technology for payment and physical & logical access control and identification solutions. We promise our customers and partners deep insight and frictionless solutions, ensuring a seamless user experience with our innovative biometric products and services. Zwipe is headquartered in Oslo, Norway, with a global presence.

To learn more, visit [zwipe.com](#)

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